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SYSTEMS AND METHODS FOR ADVERTISING TELEVISION NETWORKS, CHANNELS, AND PROGRAMS

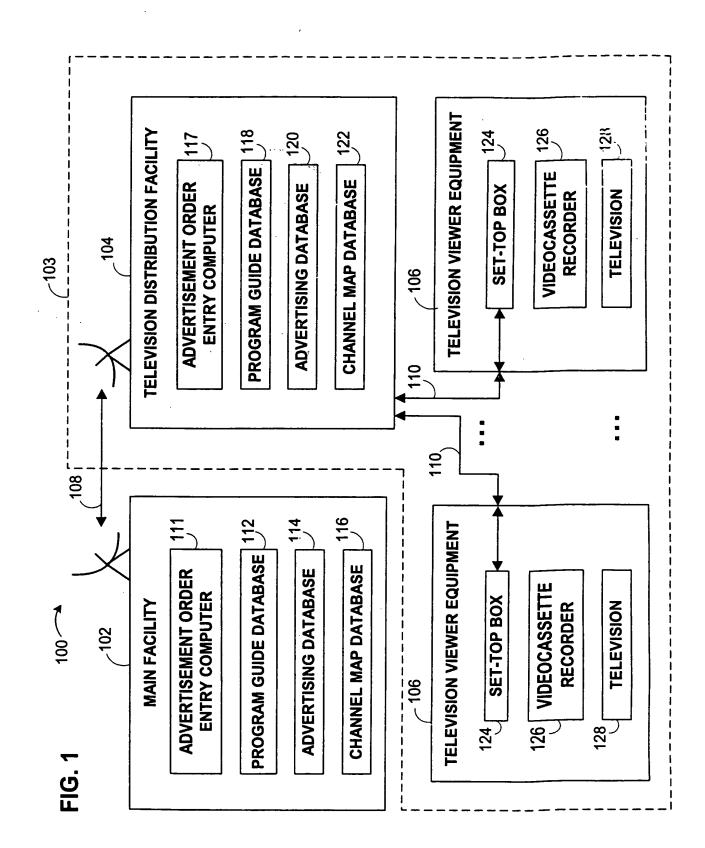
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52,235



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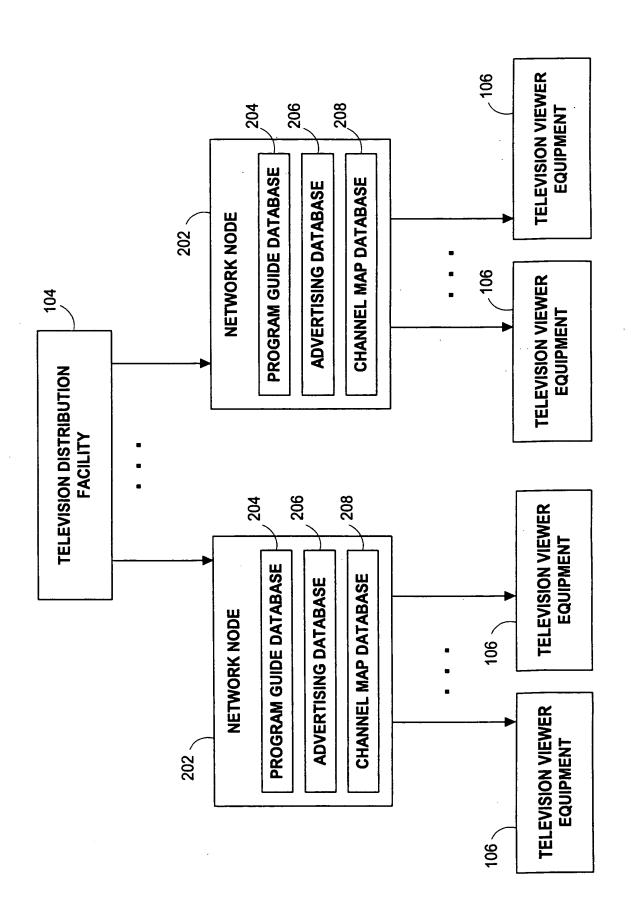


FIG. 2

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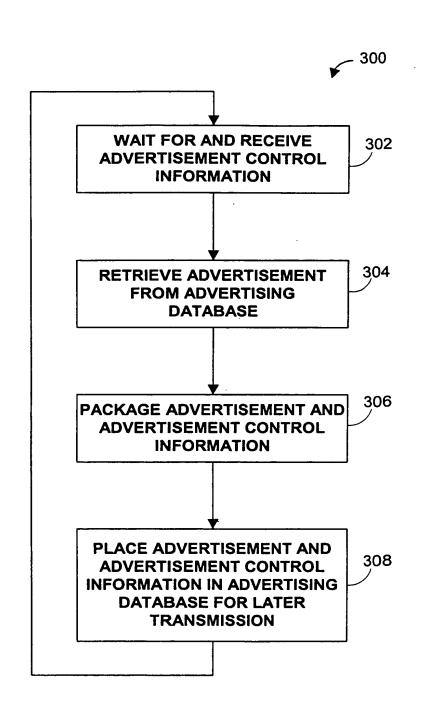


FIG. 3

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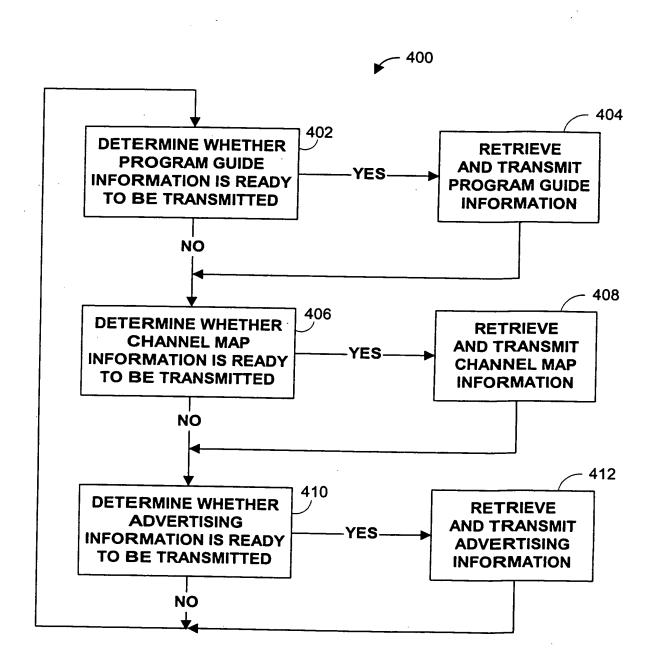


FIG. 4

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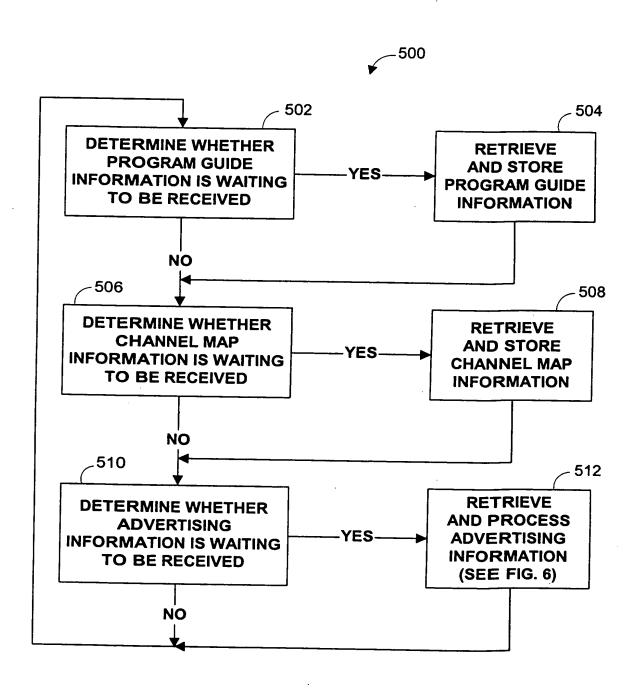


FIG. 5

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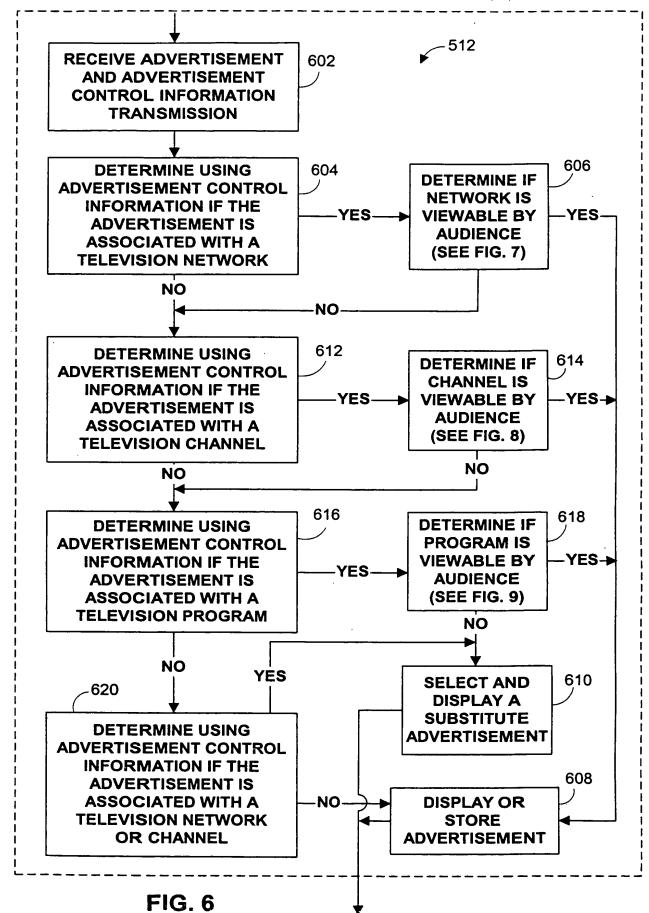
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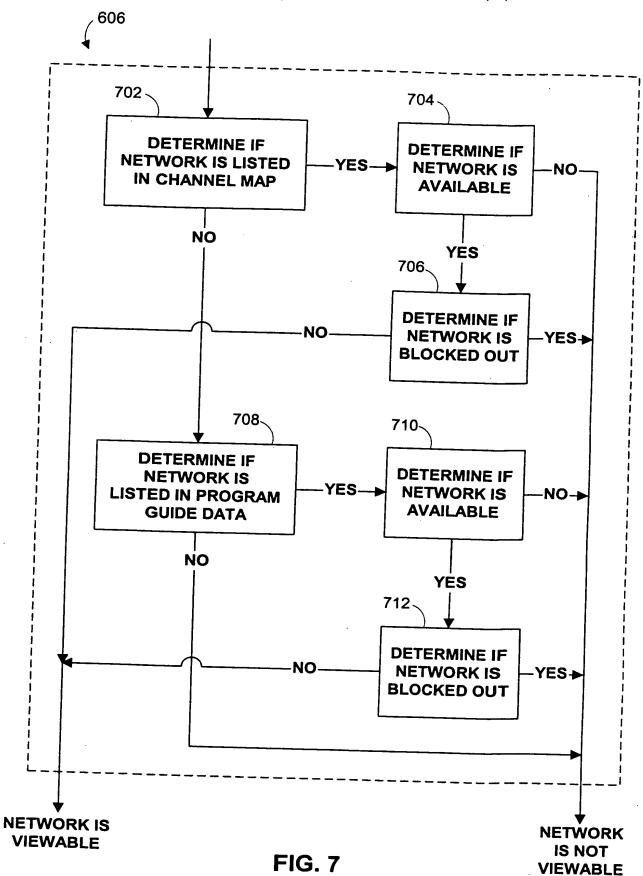
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SYSTEMS AND METHODS FOR ADVERTISING TELEVISION NETWORKS, CHANNELS, AND

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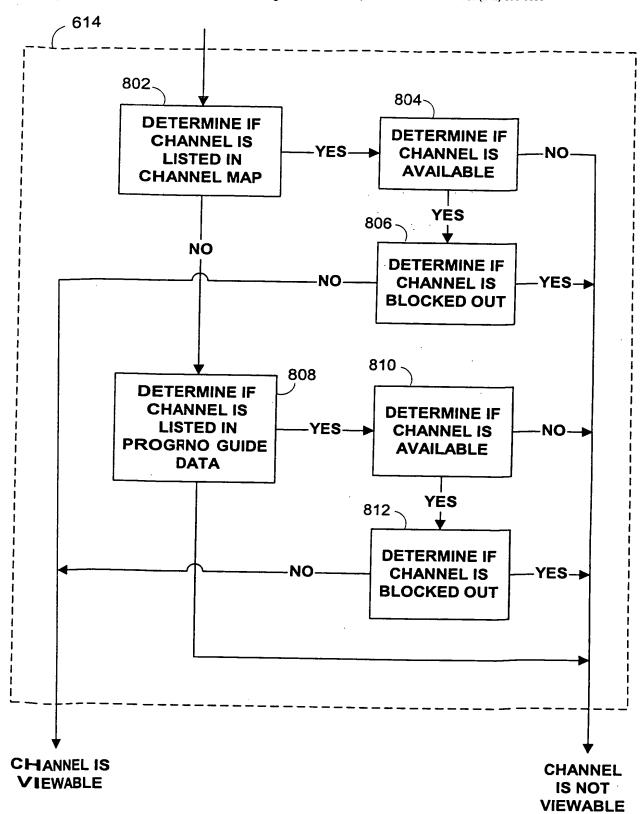


FIG. 8

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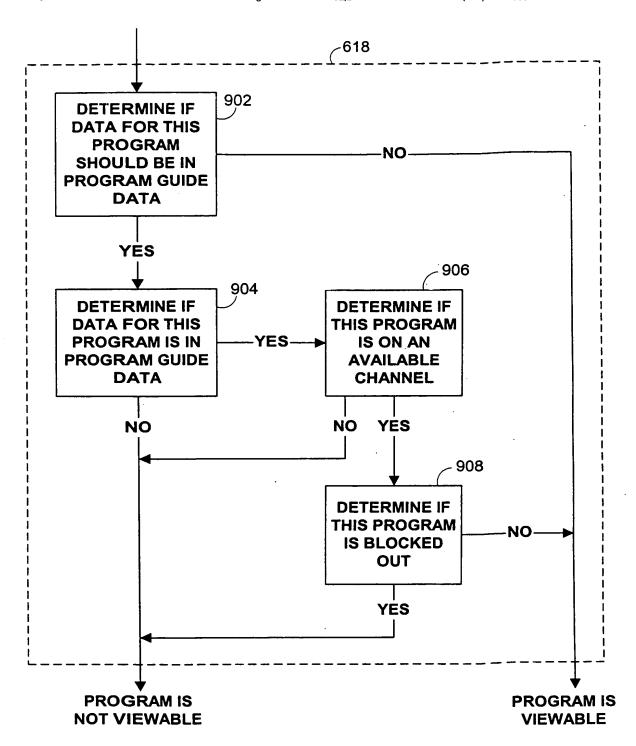


FIG. 9

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Programs
Peter F. Snell
Programs
Regn. No. 52,235
Fel: (212)-596-900

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			. —.							-
END	2400	2400 2400	2400	1200	2400	•	•	•	2400	1012
START	0000	0000	0000	0000	1200	•	•	•	0000	1010
BLOCKED	z	z >	z	z	z	•	•	•	Z	1008
AVAILABLE	> :	> >	z	>	>	•	•	•	Υ ,	1006
SOURCE	1000	1015 1018	1111	1050	1075	•	•	•	1032	1004
CHANNEL	2	ო 4	വ	9	9	•	•	•	66	1002

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	END TIME	2400	2400	2400	0090	2400	2400	•	•	•	2400	1108
1100	START	0000	0000	0000	0000	0090	0000	•	•	•	0000	1106
•	NETWORK ID	2001	2000	2055	2010	2020	2001	•	•	•	2165	1104
	SOURCE	1000	1018	1111	1050	1050	1075	•	•	•	1032	1102

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1											i
2400	2400	2400	2400	0090	1200	2400		• (• •	2400	1214
0000	0000	0000	0000	0000	0090	1200		•	•	0000	1212
Z	Z	>	Z	z	Z	z	•	•	•	z	1210
7	>	>	z	>	>	>	•	•	•	>	1208
2001	2000	2000	2022	2010	2020	2000	•	•	•	2165	1206
1000	1015	1018	1111	1050	1050	1075	•	•	•	1032	1204
2	က	4	S	9	9	9	•	•	•	66	1202
	1000 2001 Y N 0000	1000 2001 Y 0000 1015 2000 Y N 0000	1000 2001 Y N 0000 1015 2000 Y N 0000 1018 2000 Y Y 0000	1000 2001 Y N 0000 1015 2000 Y N 0000 1018 2000 Y Y 0000 1111 2055 N N 0000	1000 2001 Y N 0000 1015 2000 Y N 0000 1018 2000 Y Y 0000 1111 2055 N N 0000 1050 2010 Y N 0000	1000 2001 Y N 0000 1015 2000 Y Y 0000 1111 2055 N N 0000 1050 2010 Y N 0000 1050 2020 Y N 0600	1000 2001 Y N 0000 1018 2000 Y Y 0000 1111 2055 N N 0000 1050 2010 Y N 0000 1050 2020 Y N 0600 1075 2000 Y N 1200	1000 2001 Y N 0000 1015 2000 Y Y O000 1111 2055 N N 0000 1050 2010 Y N 0000 1050 2020 Y N 0600	1000 2001 Y N 0000 1015 2000 Y Y 0000 1111 2055 N N 0000 1050 2010 Y N 0000 1050 2020 Y N 0600	1000 2001 Y N 0000 1018 2000 Y Y O000 1111 2055 N N 0000 1050 2010 Y N 0000 1050 2020 Y N 0000 1050 2020 Y N 1200	1000 2001 Y N 0000 1015 2000 Y Y O 0000 1018 2000 Y Y O O 000 1111 2055 N N N 0000 1050 2020 Y N O 0000 1050 2020 Y N 1200 1075 2000 Y N 1200 1032 2165 Y N 0000

SYSTEMS AND METHODS FOR ADVERTISING TELEVISION NETWORKS, CHANNELS, AND **PROGRAMS** 52,235 Tel: (212)-596-9000 Agent Peter F. Snell Regn. No. 1300 -RECEIVE AN ORDER FOR A STANDARD 1302 TELEVISION COMMERCIAL TIME SLOT ADVERTISEMENT THAT IS ASSOCIATED WITH A TELEVISION CHANNEL PRIMARY COMMERCIAL, SUBSTITUTE COMMERCIAL, AND ADVERTISEMENT CONTROL INFORMATION ARE 1304 RETRIEVED, PACKAGED FOR TRANSMISSION, AND STORED IN AN ADVERTISING DATABASE IN A MAIN FACILITY AT TIME FOR PRESENTATION OF THE COMMERCIAL, TRANSMIT PRIMARY 1306 **COMMERCIAL, SUBSTITUTE** COMMERCIAL, AND ADVERTISEMENT CONTROL INFORMATION FROM MAIN FACILITY RECEIVE PRIMARY COMMERCIAL, SUBSTITUTE COMMERCIAL, AND 1308 ADVERTISEMENT CONTROL INFORMATION AT TELEVISION VIEWER EQUIPMENT DETERMINE THAT PRIMARY COMMERCIAL IS ASSOCIATED WITH A 1310 TELEVISION CHANNEL AND THAT THAT CHANNEL IS BLOCKED-OUT 1312 SELECT AND PRESENT THE SUBSTITUTE COMMERCIAL

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EV242440216US

Sheet 13/19

Applicants

Application No.

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FIG. 13

SYSTEMS AND METHODS FOR ADVERTISING TELEVISION NETWORKS, CHANNELS, AND **PROGRAMS** Agent Peter F. Snell Regn. No. 52,235 Tel: (212)-596-9000 1400 -RECEIVE ORDER FOR BARKER CHANNEL 1402 PROMOTION CONTAINING ONLY TEXT AND GRAPHICS OF A PAY-PER-VIEW **PROGRAM** PRIMARY PROMOTION, SUBSTITUTE 1404 PROMOTION, AND ADVERTISEMENT CONTROL INFORMATION ARE RETRIEVED, PACKAGED FOR TRANSMISSION, AND STORED IN ADVERTISING DATABASE IN MAIN **FACILITY** AT TIME FOR PRESENTATION OF THE 1406 PROMOTION, TRANSMIT PRIMARY PROMOTION, SUBSTITUTE PROMOTION, AND ADVERTISEMENT CONTROL INFORMATION FROM MAIN FACILITY RECEIVE PRIMARY PROMOTION, 1408 SUBSTITUTE PROMOTION, AND ADVERTISEMENT CONTROL INFORMATION AT TELEVISION VIEWER **EQUIPMENT** DETERMINE THAT THE PRIMARY 1410 PROMOTION IS FOR A PAY-PER-VIEW PROGRAM AND THAT THAT PROGRAM IS AVAILABLE AND NOT BLOCKED-OUT 1412 PRESENT PRIMARY PROMOTION

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Sheet 14/19

FIG. 14

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SYSTEMS AND METHODS FOR ADVERTISING TELEVISION NETWORKS, CHANNELS, AND **PROGRAMS** Agent Peter F. Snell 52,235 Tel: (212)-596-9000 Regn. No. 1500 -1502 TAKE ORDER FOR AN INTERACTIVE PROGRAM GUIDE ADVERTISEMENT FOR A TELEVISION NETWORK PRIMARY ADVERTISEMENT, SUBSTITUTE ADVERTISEMENT, AND ADVERTISEMENT 1504 **CONTROL INFORMATION ARE** RETRIEVED, PACKAGED FOR TRANSMISSION, AND STORED IN ADVERTISING DATABASE IN MAIN FACILITY AT TIME FOR PRESENTATION OF 1506 ADVERTISEMENT, TRANSMIT PRIMARY ADVERTISEMENT, SUBSTITUTE ADVERTISEMENT, AND ADVERTISEMENT **CONTROL INFORMATION FROM** MAIN FACILITY 1508 RECEIVE PRIMARY ADVERTISEMENT, SUBSTITUTE ADVERTISEMENT, AND ADVERTISEMENT CONTROL INFORMATION AT TELEVISION VIEWER **EQUIPMENT** 1510 **DETERMINE THAT THE PRIMARY** ADVERTISEMENT IS FOR A TELEVISION **NETWORK AND THAT THAT NETWORK IS** UNAVAILABLE 1512 **SELECT AND PRESENT SUBSTITUTE ADVERTISEMENT**

Docket No. UV-55 Cont.

EV242440216US

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FIG. 15

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PROGRAM GUIDE	ADVERTISEMENT	8:00 pm 8:30 pm 9:00 pm 9:30 pm	PROGRAM 2	PROGRAM 4 PROGRAM 5	PROGRAM 8 PROGRAM 10 PROGRAM 11	PROGRAM 14 PROGRAM 15	PROGRAM 17	PROGRAM 19	PROGRAM 21 PROGRAM 22	PROGRAM 25 PROGRAM 26 PROGRAM 27	PROGRAM 29 PROGRAM 30	PROGRAM 32 PROGRAM 33
1602	700	7:30 pm	GRAM 1	SRAM 3	PROGRAM 7 P	PROGRAM 13	RAM 16	PROGRAM 18	IRAM 20	PROGRAM 24 PF	AM 28	AM 31
		CH/TIME 7:00 pm	PROG	PROG	PROGRAM 6	PROGRAM 12	PROGR		PROGR	PROGRAM 23	PROGRAM 28	PROGRAM 31
1604) 1606	CH/TIME	7	ო	4	r.	9	7	&	6	10	#

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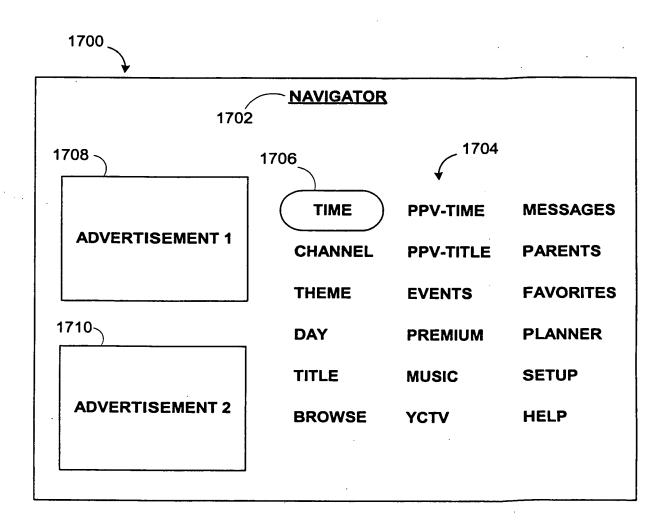


FIG. 17

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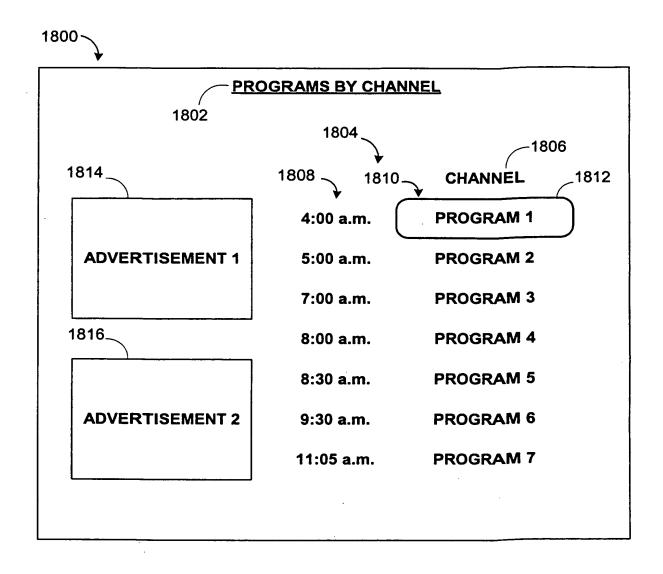


FIG. 18

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